



Uplink

Quarterly News from SAT-7

JUNE 2010

GOING OUT WITH THE GOSPEL

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Going Out with the Gospel:

SAT-7 Teams Take the Good News Directly Into Homes

A bus full of Arab Christians pulls into a remote village. Out spill young people, musicians, singers and preachers. They have come to bless the village and they are warmly welcomed.

“We don’t go only to preach, but to spend the whole day together, to eat and drink together, and to exchange love,” says Michael George, the director of “Safari Service”, a new programme created by SAT-7. “We want to bring something special to those who are often overlooked and forgotten. At one village they asked us to wait until evening to start because they were working in the fields during the day. We were afraid that people wouldn’t come in the evening because they would be too tired. But instead, to our surprise, the whole village came! They even set up street lights that are usually used only for weddings.”

“Safari Service” also took worship teams to visit a hospital, a home for the elderly and a girls’ orphanage. “For them it’s very special to have a TV channel like SAT-7 come and visit. They thanked us dearly because we care about them and did not forget them.”

Another new programme on SAT-7 is also making God’s love visible by going out to the viewers. “Let’s Stand and Build” also visits villages but with the



The “Safari Service” bus arrives to bless a village



goal of delivering job and life skills.

The show works with a number of Christian aid groups and non-governmental organizations to provide the support.

“One man, Mezdik, said that before we came to visit him he had no hope. He was educated as a teacher but hadn’t had a job in three years. He just stayed at home all day, every day. We provided a special stove and taught him how to make *foul* and *tamiya* (traditional Egyptian beans and falafel). He’s starting to make it for his neighbours and is having a lot of success,” says Mohab, the producer for the program. “We also helped his wife and mother with some paperwork issues so they could receive some government help. Before we left, the Mezdik said to us, “You are changing my mind and my life. You have helped me start over and have given me strength again to stand and try.”

“Let’s Stand and Build” is also helping people re-construct their spiritual lives. Mohab the producer says, “When we go to visit these families we talk to them about Jesus and about how to be a true follower of Christ. So they receive the means to earn food they can eat and also the ‘bread of life.’ ” ■



“You have helped me start over and have given me strength again to stand and try.”

Right: “Stand and Build” team members deliver equipment.

Above: A women and her daughter use the new equipment



Abuse and Forgiveness: SAT-7 Talk Show Brings Tears and Comfort

Bushra (not her real name) sits in a TV studio wearing a long blonde wig and sunglasses to disguise her features. The programme is "One Hour is Not Enough" and the topic is "Abuse in the Workplace."



Bushra tells her sad story, "My mother had six children but she abandoned us and we were sent to an orphanage. Years later, when I was about ten, she returned to reclaim us, but only so she could sell us to an employment agency."

Unfortunately, Bushra's story only gets worse, "I had to work in a house as a maid. The woman of the house would torture me if I didn't do everything exactly right—by beating me, or forcing me into a cupboard under the sink, or by tying me up to a window frame outside in the cold. And she had a boyfriend who would rape me and cut me and leave me bleeding..."

Once she was so badly beaten

after a sexual assault that she was hospitalized for three months. She is still receiving psychological treatment and has a deep hatred toward all men, "maybe because he hurt my feelings, he hurt me physically, he didn't let me live my femininity, he didn't let me live my childhood, he didn't let me live as a woman," she says through tears.

The show features a psychologist who talks about the lasting impact of such abuse on women and describes steps women can take to protect themselves. The producers hope that the program will empower women to help themselves. But they also want to challenge male

viewers in the audience to do more to protect women in their communities. Much to the surprise of the show's host, and to Bushra herself, a man named Sami calls from Egypt to say "sorry."

"I would like to apologize to Bushra on behalf of all men all over the world. I would like to kiss her hands, her head and her eyes asking her forgiveness for treating her so badly... however, men are not all alike. She was subject to a sick man and in the name of Jesus we ask her forgiveness, through the person of Jesus".

Bushra, wiping tears from her eyes, offers forgiveness on the air, "Because he asks in Jesus' name." ■

THE POWER OF PRAISE: WORSHIP MUSIC ON SAT-7 ARABIC HELPS VIEWERS FEEL GOD'S TOUCH

Music programs packed with worship and praise to God are a big part of SAT-7's daily broadcasts. Some worship programs are beautifully produced music videos. Others comprise local Christian concerts recorded on site and then broadcast by SAT-7. Some musical programs include devotional messages to help viewers better understand the Lord's love and care.

A number of Egyptian worship groups including "The Better Life Team," and "The Praise Team," and "The Good News Team," regularly appear on SAT-7's screen. Nader N. is a member of the "Good News Team" and also works in SAT-7's production center in Cairo. He says, "In churches we

often have about one hundred people attending a concert, though sometimes that number can grow to more than a thousand. But by broadcasting on SAT-7 we are possibly reaching millions. It gives us a bigger stage."

And a bigger stage means more people are touched by the music. Nader remembers one man who was physically healed during a live concert, he even brought x-rays to show how he had been healed. The "Good News Team" also wants young people, many who are looking for love in their relationships, to know there is another love they can have, the love of Jesus. "Why praise and worship God? We believe God touches people through the music," says Nader. ■

SONGS ON SAT-7 TOUCH AND CHANGE A LIFE

"I accidentally watched Hamasat (Whispers—a music program hosted by Nassef Sobhy) and the Lord talked to me through the song. I gave my life to the Lord that day.

AN ARAB VIEWER IN THE UK

Music Reaches Hearts Faster



Marianne is only 18, but she's been a presenter on SAT-7 for many years. "I started making programs with SAT-7 when I was ten or eleven. I would respond to other children's emails and letters." Today Marianne is the host of SAT-7 KIDS popular "Let's Sing Together" program. Sometimes Marianne sings, sometimes she introduces music videos and between songs she tries to help her young viewers understand the meanings of the songs.

"To me, music is a language and wherever someone is, they can learn a song. We can provide messages from God through songs, and those messages reach their hearts faster that way," says



Marianne. Many of the songs airing on "Let's Sing Together" are designed to help children memorize Bible verses. Others provide practical lessons and still others model how kids can worship God through music. "Sometimes I get emails from kids who say how much they like the songs we sing. Sometimes they are songs I have written and sometimes they are well-known songs. They say they love them and try to memorize them. Even parents write to say they are blessed and they want to tell me how much they like to watch the show." ■

Where Your Kids are Safe

"When I was a little girl during the Lebanese Civil War, and bombs were falling down all around our home, TV provided an escape for my sister and I," says Rita El Mounayer, Executive Director for the SAT-7 KIDS and ARABIC channels. "My father would set us in front of the TV when cartoons were on. Those shows created a safe place where we could go in our minds to escape the reality of what was going on all around us."

Providing a safe environment for SAT-7 KIDS' young viewers, but also one that also teaches children about God's love, is the rationale behind the new on-air slogan: "SAT-7 KIDS, Where Your Kids Are Safe" (in Arabic). Every day young viewers see some of SAT-7 KIDS most popular hosts interacting with this new slogan.

"We want parents to know that we care about their children, and have created a place where all children, regardless of their backgrounds, will be protected, educated and loved," adds Rita. ■



CHILDREN LOVE MUSIC ON SAT-7

"Dear Marianne, Thank you for all your efforts and I really thank God for your fruitful ministry. You really help our kids to know God. My son has been watching your programs since he was 3 years old. He is 5 now. He has memorized all the songs you are presenting. He also loves the cartoons and many of SAT-7 KIDS other programs. Please mention his name in the "Happy Birthday" segment. God bless you."

MOTHER OF A YOUNG VIEWER



"Where Your Kids are Safe" on-air promos



“Light or Darkness” – parables for a new generation?

“There was once a man who had two sons...”

On hillsides and in towns, surrounded by crowds of ordinary people, Jesus captured imaginations with his compelling tales of everyday life. His stories were sometimes shocking, sometimes amusing and often intriguing, but they carried truth to the hearts of his listeners in a way that left them hungry for more.

Two thousand years later, in and around suburban Limassol, Cyprus, a SAT-7 PARS team is producing stories for another generation who need to hear the truth:

“**Jesus used stories to show people the truth**” says Sherwin, the young Iranian director, writer and lead actor of ‘Light or Darkness’, and now we have television, we do the same”.

In his show, a comedy-drama, Sherwin’s character begins to experience visions of the good and bad sides of his personality and the battle that is going on between them. It is action-packed and entertaining, but also provokes the audience to consider God’s way. “Every episode ends with a Bible verse” explains Sherwin, “we’re showing people that the battle between light and darkness is real - you’re in the middle and the question is ‘to whom will you say yes?’”

One episode currently being recorded follows Sherwin’s character as a concerned friend takes him to see a psychologist. He talks to the psychologist (an atheist), about his faith and later even counsels the friend’s brother (who is considering suicide). Sherwin’s co-star, Nikoo, explains how the programme challenges the culture of its audiences by showing a different kind of friendship: “It shows how you can accept others with their flaws and differences, and be kind to them.” Nikoo hopes that this storyline will also show Christian viewers how they can have an impact on others through the way they live and inspire them to share their own faith.

“Young people are sometimes not so interested in teaching programs” says Nikoo, “but they love dramas and shows that make them laugh”. And while they’re laughing, “Light and Darkness” will be showing them that there are choices in which way to go in life – and pointing towards Jesus. ■



SAT-7 PARS PROFILE: NIKOO

Carrying three different outfits on hangers, a typewritten script and the bag of

the sweets she uses to keep going through the long hours of recording, SAT-7 PARS presenter Nikoo laughs and jokes with the other Farsi-speaking actors, while simultaneously translating their conversation for an English-speaking visitor.

At 21, Nikoo lives a busy life of work, university, and recording SAT-7 programs (mostly on weekends). She has become a well-known face on the SAT-7 PARS channel. Born in Tehran, she came to know Christ at age 13 when her family moved to Cyprus and then appeared in her first show aged just 16! Since then Nikoo has acted in and presented 7 different shows.

“**I feel truly blessed that God has given me the opportunity to work with SAT-7 PARS**” says Nikoo, “and I am really moved by knowing [about] the many lives that are saved everyday through hearing the message of the gospel. I feel that through this channel, I have been given the chance to talk to all the lost teenagers and adolescents in Iran who are searching for God, the Truth and His love.” ■

Serwin’s “Dark” and “Light” characters

VOICE ACTORS HELP SHOW “THE WAY” IN TURKISH

Turkey is famous for its soap operas. Many Turkish dramas are dubbed into Arabic and viewed across the Middle East and North Africa. Turning the tables, SAT-7 TÜRK has now nearly completed dubbing one of SAT-7’s Arabic dramas into Turkish! The drama is called “The Way” or “As Sabil” in Arabic and will be called “The Road” or “Yol” in Turkish.

This lengthy series (more than 50 episodes, 35 minutes each) is about a family that has many problems (drug use, infidelity, abuse, etc.) and their gardener/driver who is a Christian believer. It took many months for the SAT-7 TÜRK team to translate the drama from Arabic to Turkish and then to dub it. The first season of “Yol” just began airing on SAT-7 TÜRK.

The producer says, “Culturally, the show is a little different on the



A voice actor records dialogue for “The Way”

outside, because it was recorded in Lebanon, but it’s an Eastern show at its heart, and we (Turks) are Easterners, so our mindset and our problems are the same. We’re excited about “The Way” because it shows that one believer can change the life of a whole family, and that if you can’t find Jesus yourself, perhaps another can help you. The show challenges us as Christians to help others go out and find “The Way.” ■



Tough Questions and Answers with Turkish Pastor and SAT-7 TÜRK Host Levant Keran

Q *What is the goal of your program, “Looking for Answers?”*

A This is a programme designed to answer questions that most Turkish people have regarding Christianity and the Bible, Christian worship and things like that. It’s mostly centered on what Christianity means to the Turkish people.

Q *What are some common questions?*

A Ordinary people have all these questions in their minds about Christianity, and misconceptions as well. Misconceptions and misunderstandings. Some of these things have been passed to people for generations. So it’s when they hear the answers, when they hear a different perspective, when they hear the truth from the Bible itself, then they are challenged. That’s when I believe they begin seeking for themselves. They start comparing books, trying to find the answers themselves. If we can do that, if we can motivate people to start seeking for themselves, then I think that’s a great bonus.

Q *How important is satellite TV in helping provide answers?*

A Being on television is probably the most effective way to answer questions if you consider the Turkish people and what they are doing in their leisure time. Television is probably the one thing which is taking most of their times. As a family they are watching these TV shows, TV serials all the time. Television is still a very favoured pastime here in Turkey so I believe it is the most effective way of reaching out to people with the answers.

Q *And what are your thoughts about being on SAT-7 TÜRK?*

A Actually, when I first read the New Testament, when I first read the life of Jesus, I said to myself, “Why didn’t anyone tell me about this before?” I was almost angry. So I believe there are many people who are like me. Who are seeking the truth and want to know more about Jesus. And I believe SAT-7 TÜRK is a fundamentally important ministry to reach out to people with the voice of truth and the voice of the Bible. ■



A VIEWER ASKS FOR HELP

“With your help, I would like to learn about Jesus and the Bible. How can I get in touch with you? I’m anticipating your support.”

REGARDS, B. IN TURKEY





The Media Messenger with Terence Ascott, SAT-7 CEO

Have you heard the story of the storm and the starfish? One night a horrible storm struck the sea coast. The next morning thousands, possibly even millions of starfish lay upturned on the shoreline, drying up and dying under the blazing sun. A man who was walking along the shore that morning spotted a little boy picking up the starfish, one at a time, and throwing them back into the sea. The man thought it was a hopeless act and said, "Young man, there are so many starfish here, why are you wasting your time? What difference could it possibly make?" The boy looked at the man for a few seconds, and then he bent down, picked up another starfish, tossed it back into the sea and said, "It made a difference to that one!"

At SAT-7 we are not focussed on numbers. As a ministry sometimes we simply plant seeds. At other times we water seeds that others have sown. And sometimes God gives us the incredible honour of harvesting. But we will never know the full impact of the broadcasts until we reach heaven.

And yet, we do know that there are millions of people who are watching, millions of viewers who are being touched by God's Love through SAT-7. Recent figures based on research conducted by the independent audience research firm Intermedia show that SAT-7's four channels (SAT-7 ARABIC, KIDS, PARS and TÜRK) have a viewership of at least 15 million people! That is truly a tremendous figure, especially in such a restricted region! Try to

imagine crowd of 15 million people, all hearing the good news of Jesus in their own language of Arabic, Farsi or Turkish. If you are like me you've probably never seen a crowd that large—as big as the entire population of Beijing, China!

Still, 15 million is not a huge figure when you consider that millions more live in the wider Middle East and North Africa. Our research shows that we are reaching increasing numbers of viewers each year. But sometimes it's good to think about our viewers as individuals, watching TV alone in a remote Middle Eastern village, possibly right after they have been tossed about by the storms of life. For each one who receives something from the Lord through SAT-7, our broadcasts are making a huge difference!

Thank you for helping us to reach and save precious "starfish."



SAT-7 ANNUAL DAY OF PRAYER 2010

"Thy Kingdom Come. Thy will be done," (Matt 6:10) These are the words Jesus asks his followers to pray. Would you join SAT-7 in praying for God's kingdom to come and for His will to be done across the countries where our viewers live?

SAT-7 is encouraging its friends to dedicate the first Sunday of each November to pray for this ministry. This year the "Annual Day of Prayer for SAT-7 and its Viewers" will take place on Sunday, November 7.

Together we will thank God for what He has done through this ministry and seek His touch on our broadcasts into the Arabic, Farsi and Turkish-speaking worlds.

For more information you can go to www.sat7.org/DayOfPrayer. On that site you can download and print for yourself, your church and others the poster you see here.



Sunday Pray that viewers will see the compassion of Jesus and His power to change lives as they watch the new love-in-action programs.

Monday Thank God for the commitment of Middle Eastern and North African writers, directors, presenters and actors as they reach out to people that they love and understand.

Tuesday Pray for a real change in the hearts of men with regard to the beating of women and that whole communities will choose to protect their women and children.

Wednesday Thank God for the power of stories and drama. Pray for those who watch that their hearts will be opened to the truth.

Thursday Pray that as children learn songs from SAT-7 KIDS, messages of peace, hope and the love of God will lodge firmly in their hearts.

Friday Thank God for the opportunity to reach out to Turkey through TV. Pray that the broadcasts will become more and more effective.

Saturday Pray for all those individuals whose hearts and lives are changed by watching programs on SAT-7. May there be more and more of them.

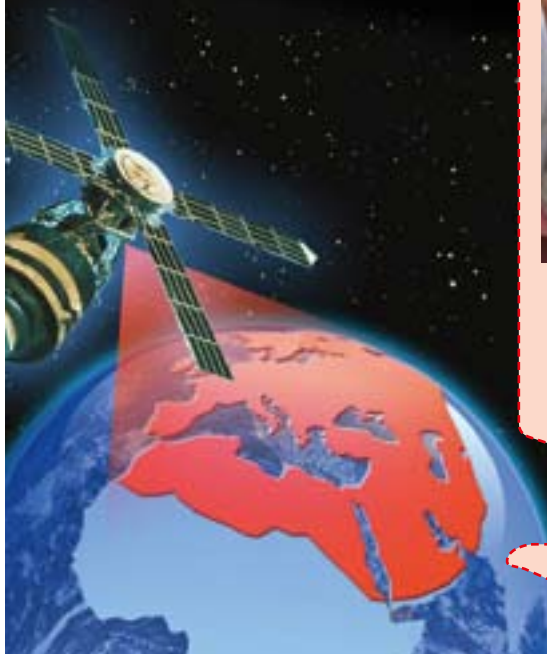
What is SAT-7?

SAT-7 is a Christian satellite television network run by and for the people of the Middle East and North Africa. The ministry has four different channels: SAT-7 ARABIC, SAT-7 KIDS (Arabic for children), SAT-7 PARS and SAT-7 TÜRK. Each shares a common vision and mission:

The Vision: To see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

The Mission: To provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative, and educational television services.

SAT-7 began broadcasting in 1996 and has a known audience of at least 15 million people.



SUPPORT AND ENCOURAGE THE CHURCH IN THE MIDDLE EAST AND NORTH AFRICA



You can help by using the prayer calendar on the side of this page. Or you can make a financial gift. Or you can tell others about this ministry and its needs.

Thank you for helping SAT-7!

how to watch SAT-7



SAT-7 ARABIC broadcasts 24/7 from Eutelsat Hot Bird 8 at 13° East, (Frequency 12.379 GHz, Vertical Polarity). Also viewable on Nilesat receivers, positioned at 7 degrees West, 11,355 MHz, Vertical

www.sat7.com



SAT-7 KIDS broadcasts 24/7 from Eutelsat Hot Bird 8 at 13° East, (New Frequency 10,949 MHz, Vertical). Also viewable on Nilesat receivers, positioned at 7 degrees West, 11,355 MHz, Vertical

www.sat7kids.com



SAT-7 PARS broadcasts from Eutelsat Hot Bird 6 at 13° East (New Frequency 10,949 MHz, Vertical). Farsi broadcasts run 20 hours a day.

www.sat7pars.com



SAT-7 TÜRK broadcasts can be viewed on the same frequency as SAT-7 PARS each day at 9:30-11:30 and 21:30-23:30 CET

www.turk7.com

International Office

SAT-7, P.O. Box 26760
CY-1647 Nicosia, Cyprus
Phone: (357) 22 76 10 50
Fax: (357) 22 76 10 40
E-mail: Mail@sat7.org

European Office

P.O. Box 117
DK-6070 Christiansfeld, Denmark
Phone: (45) 40 33 66 59
E-mail: europe@sat7.org

To make a donation or for more information visit the websites below or contact your local office

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CHRISTIAN SATELLITE TELEVISION BY AND FOR THE PEOPLE OF THE MIDDLE EAST AND NORTH AFRICA